

IN THE CLAIMS:

The status of the claims is as follows:

1 –75. (Previously Canceled)

76. (Currently Amended) A method for providing location based services in a wireless network comprising the steps of:

receiving, on a network platform in communication with a subscriber using a mobile unit via an air interface, a service request requesting service provider information regarding said location based services, said service request including service type information identifying a type of service for which said service provider information is requested;

obtaining, on said network platform, location information regarding a location of said mobile unit determined using a network assisted location finding technology, said technology being operative to provide location information regarding said mobile unit based at least in part on a position of the mobile unit in relation to a known location of a stationary ground based network structure;

identifying, on said network platform, first and second service providers and associated first and second service provider information based upon said service type information and said determined location of said mobile unit wherein said first service provider is farther from said mobile unit than said second service provider;

accessing stored subscriber independent prioritization information, separate from said service type information, relating to a prioritization for presenting service provider information to a subscriber, said stored prioritization information establishing a basis independent of proximity and independent of any subscriber preferences for prioritizing said first and second service provider information;

based upon said stored prioritization information, prioritizing said first and second service provider information, wherein said first location information is assigned a higher priority than said second location information; and

outputting both said first and second service information on said mobile unit based upon said step of prioritizing.

77. (New) A method as set forth in Claim 76, wherein said step of obtaining comprises receiving said location information at least in part from location equipment separate from said mobile unit.

78. (New) A method as set forth in Claim 76, wherein said step of identifying comprises accessing service provider information storage based on said service type information and said location information.

79. (New) A method as set forth in Claim 76, wherein said step of accessing comprises obtaining information established by a network administrator regarding said prioritization for presenting said service provider information to said subscriber.

80. (New) A method as set forth in Claim 76, wherein said step of prioritizing comprises ordering said first and second service provider information for presentation to said subscriber.

81. (New) A method as set forth in Claim 76, further comprising accessing service provider information storage based on said service type information and said location information to identify a third service provider and associated third service provider information, and using second prioritization information, the same or different than said subscriber independent prioritization information, to determine a content of a listing of service provider information output to said mobile unit, wherein said third service provider information is excluded from said listing based on said second prioritization information.

82. (New) A method for providing location based services in a wireless network comprising:

receiving, on a network platform in communication with a subscriber using a mobile unit via an air interface, a service request requesting service provider information regarding said location based services, said service request including service type information identifying a type of services for which said service provider information is requested;

obtaining, on said network platform, location information regarding a location of said mobile unit determined using a network assisted location finding technology, said technology being operative to provide location information regarding said mobile unit based at least in part on a position of the mobile unit in relation to a known location of a stationary ground based network device in communication with the mobile unit;

identifying, on said network platform based on said service type information and said location information, a number of candidate service providers including first and second service providers from a database of service providers and further identifying first and second service provider information associated with the first and second service providers;

storing selection information relating to selecting from said number of candidate service providers a subset of service providers less than the whole of said number of candidate service providers for use in presenting service provider information to a subscriber;

based upon said stored selection information, selecting one of said first and second service provider information; and

outputting said selected one of said first and second service provider information to said mobile unit, free from the other one of said first and second service provider information, based upon said step of selecting.

83. (New) A method as set forth in Claim 82, wherein output information regarding a plurality of said candidate service providers is provided to said mobile unit and said output information is provided based on prioritization information relative to a priority for presenting said information to a subscriber, said prioritization information relating to establishing said priority based on proximity of particular service providers to said mobile unit by:

providing said location information in a form suitable for distance determinations; determining a first distance between said mobile unit and said first service provider; determining a second distance between said mobile unit and said second service provider; performing a comparison of said first and said second distance; and determining a presentation of said output information based upon said comparison.

84. (New) A method as set forth in Claim 82, wherein output information regarding a plurality of said candidate service providers is provided to said mobile unit and said output information is provided based on prioritization information, wherein said prioritization information is based on one of proximity, financial information, service preference information, and a subscriber usage profile.

85. (New) A method as set forth in Claim 82, further comprising accessing stored subscriber defined prioritization criterion information.

86. (New) A method as set forth in Claim 82, wherein said step of storing is performed on said network platform.

87. (New) An apparatus for providing location based services in a wireless network comprising:

 a network platform in selective communication with a wireless subscriber using a mobile unit via an air interface;

 a first interface, associated with said network platform, for receiving a service request requesting service provider information regarding said location based services, said service request including service type information identifying a type of services for which said service provider information is requested;

 a second interface, associated with said network platform, for obtaining location information regarding a location of said mobile unit determined using a network assisted location finding technology, said technology being operative to provide location information regarding said mobile unit based at least in part on a position of said mobile unit in relation to a known location of a stationary ground based network structure;

 first logic, associated with said network platform, for identifying multiple service providers and multiple associated items of service provider information based on said service type information and said location information;

 second logic, associated with said network platform, for accessing stored presentation information relating to specific ones of said multiple service providers for

use in establishing a priority independent of proximity for presentation of at least some of said items of service provider information to said mobile unit; and

F1

a third interface for outputting said at least some of said items of service provider information to said mobile unit in accordance with said priority.
